

## Order Item Summary

CBS TELEVISION  
STATIONS

KDKA-TV

Order ID: 56253   CF   LOC-POL   FBD - LBD: 10/29/12 - 11/04/12   HL#:   Created: 08/15/12 12:17 PM

Client: ROTHFUS FOR CONGRESS...   CPE: / / 2554   Agency Commission: 15 %   Updated: TJDISTEFANO on 08/15/12 12:26

Agency: STRATEGIC MEDIA PLACEMENT   Product: PA CD12 KEITH ROTHFUS   Self :00:00   Confirmed: 08/15/12 12:26 PM

Buyer: WHITNEY EVERSOLE   Demo: HHOLDS   DMA RTG   Sched. Code: B   \*\*PRINT REQUIRED\*\*

AE: Brian Butz-1-KDKA-TV   Billing Int: Monthly   BM: SS

Share: 0%   WTAE: 0%   WPXI: 0%   WPGH: 0%   WPMY: 0%   WPCW: 0%   CABLE: 0%

PRINT AT STATION. ALL RATES ARE PRE-EMPTIBLE. PAID FOR BY ROTHFUS FOR CONGRESS. MARK INVOICE PAID, PROOF OF PERFORMANCE AND

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
001	MLOCAL5A	M T W T F * *	MORN	30	D			0.0	\$250.00	3	\$750.00		
	30 MIN SEP												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 29</u>										
	10/29/12	11/02/12	3										
002	MLOCAL6A	1 1 1 1 1 0 0	MORN	30	D			0.0	\$400.00	5	\$2,000.00		
	30 MIN SEP												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 29</u>										
	10/29/12	11/02/12	5										
003	MEARLY	1 1 1 1 1 0 0	MORN	30	D			0.0	\$300.00	5	\$1,500.00		
	30 MIN SEP												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 29</u>										
	10/29/12	11/02/12	5										
004	D11AM	M T W T F * *	PRIC	30	D			0.0	\$400.00	3	\$1,200.00		
	30 MIN SEP												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 29</u>										
	10/29/12	11/02/12	3										
005	NNOON	M T W T F * *	NEWS	30	D			0.0	\$425.00	3	\$1,275.00		
	30 MIN SEP												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 29</u>										
	10/29/12	11/02/12	3										
006	DPHIL	M T W T F * *	DAY	30	D			0.0	\$300.00	3	\$900.00		
	30 MIN SEP												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 29</u>										
	10/29/12	11/02/12	3										

# Order Item Summary

CBS TELEVISION STATIONS



KDKA-TV

Order ID: 56253 CF LOC-POL FBD - LBD: 10/29/12 - 11/04/12 HL#: Created: 08/15/12 12:17 PM  
 Client: ROTHFUS FOR CONGRESS... CPE: / / 2554 Agency Commission: 15 % Updated: TJDISTEFANO on 08/15/12 12:26  
 Agency: STRATEGIC MEDIA PLACEMENT Product: PA CD12 KEITH ROTHFUS Self :00:00 Confirmed: 08/15/12 12:26 PM  
 Buyer: WHITNEY EVERSOLE Demo: HHOLDS DMA RTG Sched. Code: B \*\*PRINT REQUIRED\*\*  
 AE: Brian Butz-1-KDKA-TV Billing Int: Monthly BM: SS  
 Share: 0% WTAE: 0% WPXI: 0% WPGH: 0% WPMY: 0% WPCW: 0% CABLE: 0%

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
007	NEWS430PM	M T W T F * *	NEWS	30	D			0.0	\$525.00	4	\$2,100.00		
	30 MIN SEP												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 29</u>										
	10/29/12	11/02/12	4										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
008	NEWS530PM	1 1 1 1 1 0 0	NEWS	30	D			0.0	\$675.00	5	\$3,375.00		
	30 MIN SEP												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 29</u>										
	10/29/12	11/02/12	5										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
009	NEWS6PM	1 1 1 1 1 0 0	NEWS	30	D			0.0	\$725.00	5	\$3,625.00		
	30 MIN SEP												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 29</u>										
	10/29/12	11/02/12	5										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
010	NEWS630PM	1 1 1 1 1 0 0	NEWS	30	D			0.0	\$725.00	5	\$3,625.00		
	30 MIN SEP												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 29</u>										
	10/29/12	11/02/12	5										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
011	NLATE03	M T W T F S S	NEWS	30	B			0.0	\$1,100.00	6	\$6,600.00		
	30 MIN SEP												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 29</u>										
	10/29/12	11/04/12	6										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
012	LLETTER01	M T W T F * *	LETT	30	B			0.0	\$300.00	3	\$900.00		
	30 MIN SEP												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 29</u>										
	10/29/12	11/02/12	3										

# Order Item Summary

CBS TELEVISION STATIONS



KDKA-TV

Order ID: 56253	CF LOC-POL	FBD - LBD: 10/29/12 - 11/04/12	HL#:	Created: 08/15/12 12:17 PM
Client: ROTHFUS FOR CONGRESS...	CPE: / / 2554	Agency Commission: 15 %	Updated: TJDISTEFANO on 08/15/12 12:26	
Agency: STRATEGIC MEDIA PLACEMENT	Product: PA CD12 KEITH ROTHFUS	Self :00:00	Confirmed: 08/15/12 12:26 PM	
Buyer: WHITNEY EVERSOLE	Demo: HHOLDS DMA RTG	Sched. Code: B	**PRINT REQUIRED**	
AE: Brian Butz-1-KDKA-TV	Billing Int: Monthly	BM: SS		

Share: 0% WTAE: 0% WPXI: 0% WPGH: 0% WPMY: 0% WPCW: 0% CABLE: 0%

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
013	NEWS SAT 6A	* * * * * S *	NEWS	30	B			0.0	\$160.00	1	\$160.00		
	30 MIN SEP												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 29</u>										
	11/03/12	11/03/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
014	NEWS SAT 8	* * * * * S *	NEWS	30	D			0.0	\$275.00	1	\$275.00		
	30 MIN SEP												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 29</u>										
	11/03/12	11/03/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
015	WCBSSUN	* * * * * S	MORN	30	B			0.0	\$400.00	1	\$400.00		
	30 MIN SEP												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 29</u>										
	11/04/12	11/04/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
016	WFACE03	* * * * * S	FACE	30	B			0.0	\$450.00	1	\$450.00		
	30 MIN SEP												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 29</u>										
	11/04/12	11/04/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
017	PNAVY	* T * * * * *	REGP	30	B			0.0	\$4,000.00	1	\$4,000.00		
	30 MIN SEP												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 29</u>										
	10/30/12	10/30/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
018	PSURV25	* * W * * * *	REGP	30	B			0.0	\$3,250.00	1	\$3,250.00		
	30 MIN SEP												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 29</u>										
	10/31/12	10/31/12	1										

# Order Item Summary

CBS TELEVISION STATIONS



KDKA-TV

Order ID: 56253 CF LOC-POL FBD - LBD: 10/29/12 - 11/04/12 HL#: Created: 08/15/12 12:17 PM  
 Client: ROTHFUS FOR CONGRESS... CPE: / / 2554 Agency Commission: 15 % Updated: TJDISTEFANO on 08/15/12 12:26  
 Agency: STRATEGIC MEDIA PLACEMENT Product: PA CD12 KEITH ROTHFUS Self :00:00 Confirmed: 08/15/12 12:26 PM  
 Buyer: WHITNEY EVERSOLE Demo: HHOLDS DMA RTG Sched. Code: B \*\*PRINT REQUIRED\*\*  
 AE: Brian Butz-1-KDKA-TV Billing Int: Monthly BM: SS  
 Share: 0% WTAE: 0% WPXI: 0% WPGH: 0% WPMY: 0% WPCW: 0% CABLE: 0%

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
019	PSIXTY	* * * * * S	REGP	30	D			0.0	\$3,000.00	1	\$3,000.00		
	30 MIN SEP												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 29</u>										
	11/04/12	11/04/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
020	SKDPREKICK	* * * * * S	LPRE	30	A		NFL FTBL	0.0	\$3,000.00	1	\$3,000.00		
	30 MIN SEP												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 29</u>										
	11/04/12	11/04/12	1										

Item	Time Class	Eligible Days	Break Type	Dur	SC	Self Pr	Sales Catg	HHOLDS	Rate	Spots	Total	NR	A/G
021	SNFL	* * * * * S	NFL	30	A		NFL FTBL	0.0	\$5,000.00	1	\$5,000.00		
	1-4:15P												
	<u>FBD</u>	<u>LBD</u>	<u>Oct 29</u>										
	11/04/12	11/04/12	1										

## Order Totals

Order Section	Confirmed Quantity	Revised Quantity	Confirmed Total		Revised Total	
			Gross Amt	Net Amt	Gross Amt	Net Amt
Spot Buy Lines	59	0	\$47,385.00	\$40,277.25	\$0.00	\$0.00
Installments	0	0	\$0.00	\$0.00	\$0.00	\$0.00
Ancillary Buy Lines	0	0	\$0.00	\$0.00	\$0.00	\$0.00
Order Totals:			\$47,385.00	\$40,277.25	\$0.00	\$0.00